

AMENDMENTS TO THE CLAIMS

This list of claims will replace all prior versions and listing of claims in the application.

Listing of Claims

AMENDED
1. (currently amended) A label for a product comprising:

a) a base adapted to be affixed to said product;

b) an electronic display panel affixed to said base [[and]] wherein said electronic display is not associated with the inherent functioning function of the product; and

c) a programmable circuit operatively connected to said electronic display panel, said programmable circuit being programmed to output label information to said electronic display panel for display thereon, wherein the information is about the product.

AMENDED
2. (currently amended) The label according to claim 1 wherein said electronic display panel is a liquid crystal display.

3. (original) The label according to claim 2 wherein said liquid crystal display includes a backlight.

AMENDED
p/n

4. (original) The label according to claim 3 further including a power switch to alternately turn the power to said backlight on and off.

5. (currently amended) The label according to claim 2 further including a plurality of screen images associated with said display panel which can be selectively displayed on the electronic display panel by [[the]] a user.

6. (original) The label according to claim 5 further including an input device to manually change the screen images.

AMENDED
p/n

7. (currently amended) The label according to claim 5 wherein said plurality of screen images include a logo screen.

AMENDED
p/n

8. (currently amended) The label according to claim 5 wherein said plurality of screen images include at least one product information screen.

AMENDED
p/n

9. (currently amended) A method for labeling a product ~~that does not include a display as an inherent feature of the product~~, said method comprising:

a attaching an electronic display to the product, wherein the electronic display is not associated with the inherent function of the product; and

b programming the electronic display to display label information, wherein the information is about the product.

10. (original) The method according to claim 9 wherein the electronic display is a liquid crystal display.

AMENDED
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11. (currently amended) The method according to claim 9 wherein the step of programming said display comprises programming the display to display multiple a plurality of screen images.

AMENDED
fnA

12. (currently amended) The method according to claim 11 wherein the electronic display includes an input device to manually change said plurality of screen images.

AMENDED
fnA

13. (currently amended) The method according to claim 11 wherein said plurality of screen images change automatically without input from [[the]] a user.

AMENDED
fnA

14. (currently amended) The method according to claim 12 wherein said input device comprises a pressure-activated button on said electronic display.

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15. (original) The method according to claim 12 wherein said input device comprises a touch screen.

16-17. (cancelled)

AMENDED
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18. (currently amended) The label method according to claim [[17]] 9 wherein said liquid crystal display includes a backlight.

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19. (currently amended) The label method according to claim 18 further including a power switch to alternately turn the power to said backlight on and off.

20-21. (cancelled)

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22. (currently amended) The label method according to claim [[20]] 11 wherein said plurality of screen images include a logo screen.

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23. (currently amended) The label method according to claim [[20]] 11 wherein said plurality of screen images include at least one product information screen.

24. (new) The method according to claim 9 wherein the electronic display is flexible.

25. (new) The label according to claim 1 wherein the label is flexible.

26. (new) The label according to claim 5 wherein said plurality of screen images change automatically without input from the user.

27. (new) The label according to claim 6 wherein said input device comprises a pressure-activated button on said electronic display.

28. (new) The label according to claim 6 wherein said input device comprises a touch screen.

29. (new) A label for a product comprising:
a base adapted to be affixed to the product;
an electronic display affixed to the base;
and
a programmable circuit operatively connected to the electronic display, the programmable circuit being programmed to output information comprising label information, product information or source information.

30. (new) The label according to claim 29 wherein the electronic display is a liquid crystal display.

31. (new) The label according to claim 30 wherein the liquid crystal display includes a backlight

32. (new) The label according to claim 31 further including a power switch to alternately turn the power to the backlight on and off.

33. (new) The label according to claim 30 further including a plurality of screen images associated with the display panel which can be selectively displayed on the electronic display by a user.

34. (new) The label according to claim 33 further including an input device to manually change the screen images.

35. (new) The label according to claim 33 wherein the plurality of screen images change automatically without input from the user.

36. (new) The label according to claim 34 wherein the input device comprises a pressure-activated button on said electronic display.

37. (new) The label according to claim 34 wherein the input device comprises a touch screen.

38. (new) The label according to claim 33 wherein the plurality of screen images include a logo screen.

39. (new) The label according to claim 33 wherein the plurality of screen images include at least one product information screen.

40. (new) The label according to claim 29 wherein the label information comprises a brand name, a logo or a slogan that identifies the origin of the product.

41. (new) The label according to claim 29 wherein the product information comprises features of the product, use of the product, material content of the product or care of the product.

42. (new) The label according to claim 29 wherein the source information comprises an address, a telephone number or an Internet address for the manufacturer, seller or source of the product.

43. (new) The label according to claim 29 wherein the information is label information.

44. (new) The label according to claim 29 wherein the information is product information.

45. (new) The label according to claim 29 wherein the information is source information.

46. (new) The label according to claim 29
wherein the label is flexible.

47. (new) A method for labeling a product, the
method comprising:

attaching an electronic display to the
product; and

programming the electronic display to
display information comprising label information, product
information or source information.

48. (new) The method according to claim 47
wherein the electronic display is a liquid crystal display.

49. (new) The method according to claim 48
wherein the liquid crystal display includes a backlight.

50. (new) The method according to claim 49
further including a power switch to alternately turn the
power to the backlight on and off.

51. (new) The method according to claim 48
further including a plurality of screen images associated
with the display panel which can be selectively displayed
on the electronic display by a user.

52. (new) The method according to claim 51 further including an input device to manually change the plurality of screen images.

53. (new) The method according to claim 51 wherein the plurality of screen images include a logo screen.

54. (new) The method according to claim 51 wherein the plurality of screen images include at least one product information screen.

55. (new) The method according to claim 51 wherein said plurality of screen images change automatically without input from a user.

56. (new) The method according to claim 52 wherein said input device comprises a pressure-activated button on said electronic display.

57. (new) The method according to claim 52 wherein said input device comprises a touch screen.

58. (new) The method according to claim 47 wherein the label information comprises a brand name, a logo or a slogan that identifies the origin of the product.

59. (new) The method according to claim 47 wherein the product information comprises features of the product, use of the product, material content of the product or care of the product.

60. (new) The method according to claim 47 wherein the source information comprises an address, a telephone number or an Internet address for the manufacturer, seller or source of the product.

61. (new) The method according to claim 47 wherein the information is label information.

62. (new) The method according to claim 47 wherein the information is product information.

63. (new) The method according to claim 47 wherein the information is source information.

64. (new) The method according to claim 47 wherein the electronic display is flexible.